



COUNTY OF SAN DIEGO MEDIA ADVISORY

FOR IMMEDIATE RELEASE

November 21, 2006

COUNTY URGES SHOPPERS TO CHECK FOR PRICING ERRORS

Keep Your Holidays Happy; Call County Hotline If Sale Receipts Are Not Accurate

With the holiday shopping season upon us once again, it is important for consumers to be aware of the prices they are being charged at the cash register. Automated price scanning mistakes have cost San Diego County consumers over \$87 million in 2005.

"During this busy time of year where people are spending extra money in shops, it's easy to overlook pricing errors," said Robert Atkins, County Sealer of Weights and Measures. "We want to make sure consumers are treated fairly."

According to Atkins, consumers are entitled to pay no more than the lowest advertised, posted, or quoted price. Shoppers should verify their receipts and notify store management of any price discrepancies.

The Consumer Confidence Protection Act, established in 1999 by the County Board of Supervisors, requires that "Notice to Consumers" signs are posted at each cash register that uses an automatic checkout system, such as a scanning device. The notice provides consumers with the County's toll-free number, **1-888-TRUE SCAN**, and the Web site address, www.sdcawm.org to obtain more information or to file a complaint.

A County ordinance also requires stores violating the price accuracy statute to post a "Notice of Penalty for Failed Inspection" at each store entrance for ten days following the completion of any administrative, civil, or criminal action. Stores that do not have any pricing errors in the course of an inspection are provided with a "Notice of Passing Inspection" sign, which may be voluntarily posted for ten days.

To view a list of businesses that have violations for overcharging, visit <http://www.sdcounty.ca.gov/awm/scannerviolations.html>.

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